



MEDIA, FESTIVAL, FARMERS' /FLEA MARKET, AND GROCERY STORE INTERVENTIONS

Lead to Improved Fruit and Vegetable Consumption for California Latinos

Purpose of the Study

The *California Latino 5 a Day Campaign* evaluated the effect that its media and community-based programs had on fruit and vegetable consumption and factors that affect consumption of Latino adults, aged 18 to 65 years.

Methods

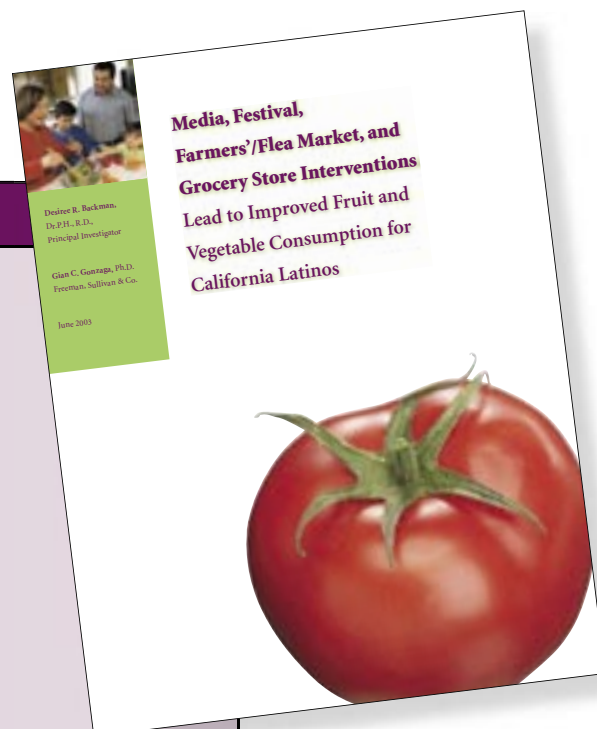
For the sample of the study, 969 Latino adults were recruited at random by telephone. Six hundred and seventy-five participants completed telephone interviews both before and after the campaign to measure changes in fruit and vegetable consumption, as well as factors that influence fruit and vegetable consumption. Participants living in Fresno, California were exposed to the *California Latino 5 a Day Campaign* for four months, while participants living in Riverside/San Bernardino, California were not exposed to the program during that time.

During the study, television and radio advertisements were aired on top-rated stations; a Spanish- and English-language *5 a Day* mobile billboard operated eight hours per day, five days per week in Fresno; and *Latino 5 a Day* spokespeople conducted interviews with television, radio, and print media. Latino adults were also reached at large Latino festivals, farmers' /flea markets, and neighborhood grocery stores. The media and community-based programs targeted mainly Latinos who were Spanish-speaking.



Results

- Spanish-speaking participants in Fresno reported a significantly greater increase in fruit and vegetable consumption than did Spanish speakers in Riverside/San Bernardino.
- The more the participants in Fresno were exposed to the *California Latino 5 a Day Campaign's* media and community-based programs, the more they:
 - increased their fruit consumption,
 - increased their total fruit and vegetable consumption,
 - were aware of the *5 a Day* message,
 - felt positive about eating *5 a Day*,
 - desired to eat more fruits and vegetables,
 - seriously thought about increasing their consumption of fruits and vegetables,
 - planned to eat more servings of fruits and vegetables, and
 - intended to eat *5 a Day*.



The results of the study suggest that the *California Latino 5 a Day Campaign* achieved substantial success. Consumption of fruits and vegetables increased significantly among Spanish-speaking Latinos in Fresno. The study emphasizes the importance of designing health campaigns that appeal to the cultural needs, norms, and lifestyles of the Latino population. To achieve the best results, the intervention approaches must also reach Latinos in their

homes, where they shop, where they eat, where they gather with other community members, and where they celebrate their cultural heritage.

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